

LEO BURNETT U.S.A.

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WAIT 'TIL I FINISH  
MY SARATOGA



Enjoy smoking longer  
without smoking more.

Saratoga 120's.  
Rich, full-flavored  
cigarettes tailored  
longer and slimmer  
than 100's. You get  
extra smoking time,  
extra smoking  
pleasure, without  
smoking more  
cigarettes. Cost no  
more than 100's.  
Regular or menthol,  
crush-proof box.



## Saratoga 120's

Regular: 17 mg "tar," 1.0 mg nicotine—Menthol:  
15 mg "tar," 1.0 mg nicotine av. per cigarette. FTC Report No. 75

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Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

